



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract # 322816

Schedule Dates	09/04/12-09/13/12	Date Entered	07/18/12
Advertiser	Pol/Iss/American Crossroads (13324)	Last Modified	08/14/12
Agency	Crossroads Media (1218)	Entered By	Jill Hipskind
Product	Political - Issue (1068)	CO-OP	No
Brand	690 (133278)	Headline #	06240914
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	MARONEY,STEPHANIE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	11/27/690	Commission	\$9,825.00
Account Types	National/Political	Net Total	\$55,675.00
Billing Type	Standard	Sales Tax	
Comments	AMERICAN CROSSROADS ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** , AMERICAN CROSSROADS		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Sep. 2012	65	\$65,500.00
Grand Total:	65	\$65,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/05/12-09/05/12	3	:30	5A- 6A (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
2.0	Normal Line / Spot	09/06/12-09/06/12	3	:30	5A- 6A (EST)					1				1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
3.0	Normal Line / Spot	09/11/12-09/11/12	3	:30	5A- 6A (EST)			1						1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
4.0	Normal Line / Spot	09/12/12-09/12/12	3	:30	5A- 6A (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
5.0	Normal Line / Spot	09/13/12-09/13/12	3	:30	5A- 6A (EST)					1				1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
6.0	Normal Line / Spot	09/10/12-09/10/12	3	:30	6A- 7A (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
7.0	Normal Line / Spot	09/04/12-09/04/12	3	:30	6A- 7A (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
8.0	Normal Line / Spot	09/05/12-09/05/12	3	:30	6A- 7A (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
9.0	Normal Line / Spot	09/06/12-09/06/12	3	:30	6A- 7A (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
10.0	Normal Line / Spot	09/12/12-09/12/12	3	:30	6A- 7A (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
11.0	Normal Line / Spot	09/13/12-09/13/12	3	:30	6A- 7A (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
12.0	Normal Line / Spot	09/10/12-09/10/12	3	:30	7A- 9A (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
13.0	Normal Line / Spot	09/04/12-09/04/12	3	:30	7A- 9A (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
14.0	Normal Line / Spot	09/05/12-09/05/12	3	:30	7A- 9A (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12

CONFIRMATION CONTRACT

Accepted Station:

Date:

Comments:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract # 322816

Schedule Dates	09/04/12-09/13/12	Date Entered	07/18/12
Advertiser	Pol/Iss/American Crossroads (13324)	Last Modified	08/14/12
Agency	Crossroads Media (1218)	Entered By	Jill Hipskind
Product	Political - Issue (1068)	CO-OP	No
Brand	690 (133278)	Headline #	06240914
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	MARONEY,STEPHANIE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	11/27/690	Commission	\$9,825.00
Account Types	National/Political	Net Total	\$55,675.00
Billing Type	Standard	Sales Tax	
Comments	AMERICAN CROSSROADS ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** AMERICAN CROSSROADS		

Charlotte (WSOC)		
<u>By Broadcast Month</u>	<u>Spots</u>	<u>Rate</u>
Sep. 2012	65	\$65,500.00
Grand Total:	65	\$65,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	09/06/12-09/06/12	3	:30	7A- 9A (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
16.0	Normal Line / Spot	09/11/12-09/11/12	3	:30	7A- 9A (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
17.0	Normal Line / Spot	09/13/12-09/13/12	3	:30	7A- 9A (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
18.0	Normal Line / Spot	09/10/12-09/10/12	4	:30	9A- 10A (EST)		1							1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
19.0	Normal Line / Spot	09/04/12-09/04/12	4	:30	9A- 10A (EST)			1						1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
20.0	Normal Line / Spot	09/05/12-09/05/12	4	:30	9A- 10A (EST)				1					1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
21.0	Normal Line / Spot	09/06/12-09/06/12	4	:30	9A- 10A (EST)				1					1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
22.0	Normal Line / Spot	09/07/12-09/07/12	4	:30	9A- 10A (EST)					1				1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
23.0	Normal Line / Spot	09/11/12-09/11/12	4	:30	9A- 10A (EST)			1						1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
24.0	Normal Line / Spot	09/12/12-09/12/12	4	:30	9A- 10A (EST)				1					1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
25.0	Normal Line / Spot	09/13/12-09/13/12	4	:30	9A- 10A (EST)					1				1	\$425.00	\$425.00	Charlotte (WSOC)		7/18/12
26.0	Normal Line / Spot	09/10/12-09/10/12	3	:30	12P- 1P (EST)							1		1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
27.0	Normal Line / Spot	09/04/12-09/04/12	3	:30	12P- 1P (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
28.0	Normal Line / Spot	09/05/12-09/05/12	3	:30	12P- 1P (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract # 322816

Schedule Dates	09/04/12-09/13/12	Date Entered	07/18/12
Advertiser	Pol/Iss/American Crossroads (13324)	Last Modified	08/14/12
Agency	Crossroads Media (1218)	Entered By	Jill Hipskind
Product	Political - Issue (1068)	CO-OP	No
Brand	690 (133278)	Headline #	06240914
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	MARONEY,STEPHANIE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	11/27/690	Commission	\$9,825.00
Account Types	National/Political	Net Total	\$55,675.00
Billing Type	Standard	Sales Tax	
Comments	AMERICAN CROSSROADS ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** AMERICAN CROSSROADS		

Charlotte (WSOC)			
By Broadcast Month	Spots	Rate	
Sep. 2012	65	\$65,500.00	
Grand Total:	65	\$65,500.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.0	Normal Line / Spot	09/06/12-09/06/12	3	:30	12P-1P (EST)					1				1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
30.0	Normal Line / Spot	09/11/12-09/11/12	3	:30	12P-1P (EST)			1						1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
31.0	Normal Line / Spot	09/12/12-09/12/12	3	:30	12P-1P (EST)				1					1	\$550.00	\$550.00	Charlotte (WSOC)		7/18/12
32.0	Normal Line / Spot	09/10/12-09/10/12	4	:30	5P-5:30P (EST)		1							1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
33.0	Normal Line / Spot	09/05/12-09/05/12	4	:30	5P-5:30P (EST)				1					1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
34.0	Normal Line / Spot	09/06/12-09/06/12	4	:30	5P-5:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
35.0	Normal Line / Spot	09/12/12-09/12/12	4	:30	5P-5:30P (EST)				1					1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
36.0	Normal Line / Spot	09/13/12-09/13/12	4	:30	5P-5:30P (EST)					1				1	\$1,100.00	\$1,100.00	Charlotte (WSOC)		7/18/12
37.0	Normal Line / Spot	09/10/12-09/10/12	4	:30	5:30P-6P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
38.0	Normal Line / Spot	09/04/12-09/04/12	4	:30	5:30P-6P (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
39.0	Normal Line / Spot	09/06/12-09/06/12	4	:30	5:30P-6P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
40.0	Normal Line / Spot	09/11/12-09/11/12	4	:30	5:30P-6P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
41.0	Normal Line / Spot	09/05/12-09/05/12	4	:30	6P-6:30P (EST)				1					1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		7/18/12
42.0	Normal Line / Spot	09/07/12-09/07/12	4	:30	6P-6:30P (EST)						1			1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		7/18/12

CONFIRMATION CONTRACT

Accepted Station:	Date:	Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract # 322816

Schedule Dates	09/04/12-09/13/12	Date Entered	07/18/12
Advertiser	Pol/Iss/American Crossroads (13324)	Last Modified	08/14/12
Agency	Crossroads Media (1218)	Entered By	Jill Hipskind
Product	Political - Issue (1068)	CO-OP	No
Brand	690 (133278)	Headline #	06240914
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	MARONEY,STEPHANIE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	11/27/690	Commission	\$9,825.00
Account Types	National/Political	Net Total	\$55,675.00
Billing Type	Standard	Sales Tax	
Comments	AMERICAN CROSSROADS ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** AMERICAN CROSSROADS		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Sep. 2012	65	\$65,500.00
Grand Total:	65	\$65,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
43.0	Normal Line / Spot	09/11/12-09/11/12	4	:30	6p- 6:30p (EST)			1						1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		7/18/12
44.0	Normal Line / Spot	09/12/12-09/12/12	4	:30	6p- 6:30p (EST)				1					1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		7/18/12
45.0	Normal Line / Spot	09/13/12-09/13/12	4	:30	6p- 6:30p (EST)					1				1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		7/18/12
46.0	Normal Line / Spot	09/04/12-09/04/12	4	:30	7p- 7:30p (EST)			1						1	\$1,200.00		Charlotte (WSOC)		7/18/12
46.0.1	Closed Preempt	09/04/12															Charlotte (WSOC)	Program Change/Exception - NO BREAKS HERE	7/18/12
47.0	Normal Line / Spot	09/05/12-09/05/12	4	:30	7p- 7:30p (EST)				1					1	\$1,200.00		Charlotte (WSOC)		7/18/12
47.0.1	Closed Preempt	09/05/12															Charlotte (WSOC)	Program Change/Exception - NO BREAKS HERE	7/18/12
48.0	Normal Line / Spot	09/06/12-09/06/12	4	:30	7p- 7:30p (EST)					1				1	\$1,200.00		Charlotte (WSOC)		7/18/12
48.0.1	Closed Preempt	09/06/12															Charlotte (WSOC)	Program Change/Exception - NO BREAKS HERE	7/18/12
49.0	Normal Line / Spot	09/07/12-09/07/12	4	:30	7p- 7:30p (EST)						1			1	\$1,200.00		Charlotte (WSOC)		7/18/12
50.0	Normal Line / Spot	09/11/12-09/11/12	4	:30	7p- 7:30p (EST)				1					1	\$1,200.00		Charlotte (WSOC)		7/18/12
51.0	Normal Line / Spot	09/13/12-09/13/12	4	:30	7p- 7:30p (EST)					1				1	\$1,200.00		Charlotte (WSOC)		7/18/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

/E Bookend P/B Piggy Back

Printed At: 12:06 PM on Tuesday, August 21 2012



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract # 322816

Schedule Dates	09/04/12-09/13/12	Date Entered	07/18/12
Advertiser	Pol/Iss/American Crossroads (13324)	Last Modified	08/14/12
Agency	Crossroads Media (1218)	Entered By	Jill Hipskind
Product	Political - Issue (1068)	CO-OP	No
Brand	690 (133278)	Headline #	06240914
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Order Type	Normal
Sales Office	Telerep/Philadelphia	Package Deal	
Buyer Name	MARONEY,STEPHANIE	Commission %	15.00
Phone/Fax	/	Commission	\$9,825.00
CPE	11/27/690	Net Total	\$55,675.00
Account Types	National/Political	Sales Tax	
Billing Type	Standard		
Comments	AMERICAN CROSSROADS ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** AMERICAN CROSSROADS		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Sep. 2012	65	\$65,500.00
Grand Total:	65	\$65,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
52.0	Normal Line / Spot	09/10/12-09/10/12	4	:30	7:30P- 8P (EST)	1								1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
53.0	Normal Line / Spot	09/04/12-09/04/12	4	:30	7:30P- 8P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
54.0	Normal Line / Spot	09/06/12-09/06/12	4	:30	7:30P- 8P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
55.0	Normal Line / Spot	09/07/12-09/07/12	4	:30	7:30P- 8P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
56.0	Normal Line / Spot	09/11/12-09/11/12	4	:30	7:30P- 8P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
57.0	Normal Line / Spot	09/12/12-09/12/12	4	:30	7:30P- 8P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
58.0	Normal Line / Spot	09/10/12-09/10/12	3	:30	11P- 11:35P (EST)	1								1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
59.0	Normal Line / Spot	09/04/12-09/04/12	3	:30	11P- 11:35P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
60.0	Normal Line / Spot	09/05/12-09/05/12	3	:30	11P- 11:35P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
61.0	Normal Line / Spot	09/06/12-09/06/12	3	:30	11P- 11:35P (EST)					1				1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
62.0	Normal Line / Spot	09/11/12-09/11/12	3	:30	11P- 11:35P (EST)			1						1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
63.0	Normal Line / Spot	09/13/12-09/13/12	3	:30	11P- 11:35P (EST)						1			1	\$1,200.00	\$1,200.00	Charlotte (WSOC)		7/18/12
64.0	Normal Line / Spot	09/08/12-09/08/12	2	:30	8A- 9A (EST)							1		1	\$800.00	\$800.00	Charlotte (WSOC)		7/18/12
65.0	Normal Line / Spot	09/08/12-09/08/12	4	:30	7P- 7:30P (EST)							1		1	\$600.00	\$600.00	Charlotte (WSOC)		7/18/12

CONFIRMATION CONTRACT

Accepted Agency Agreement	Date:	Accepted Station:	Date:	Comments:
---------------------------	-------	-------------------	-------	-----------

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

WSOC-TV

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract # 322816

Schedule Dates	09/04/12-09/13/12	Date Entered	07/18/12
Advertiser	Pol/Iss/American Crossroads (13324)	Last Modified	08/14/12
Agency	Crossroads Media (1218)	Entered By	Jill Hipskind
Product	Political - Issue (1068)	CO-OP	No
Brand	690 (133278)	Headline #	06240914
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	MARONEY,STEPHANIE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	11/27/690	Commission	\$9,825.00
Account Types	National/Political	Net Total	\$55,675.00
Billing Type	Standard	Sales Tax	
Comments	AMERICAN CROSSROADS ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** AMERICAN CROSSROADS		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Sep. 2012	65	\$65,500.00
Grand Total:	65	\$65,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
66.0	Normal Line / Spot	09/09/12-09/09/12	2	:30	8A- 9A (EST)								1	1	\$850.00	\$850.00	Charlotte (WSOC)		7/18/12
67.0	M/G For 46.0,1,47.0,1,48.0,1 / Spot	09/04/12-09/05/12	4	:30	6:30P- 7P (EST)			1	1					2	\$1,800.00	\$3,600.00	Charlotte (WSOC)		8/14/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.